



— POSITION AVAILABLE —

Director, Planning and Community Development
Apply by February 1, 2021

Welcome to the City of Bradenton Florida

Welcome to Bradenton, a mid-size city with a small-town feel. It is a place residents are proud to call home and yes, just as its motto says, it truly is “The Friendly City!” Characterized by its caring atmosphere, it is an “old Florida” community where neighbors live, work, and have fun together.

Located on Florida’s West Coast, Bradenton stretches 12 miles on the south side of the Manatee River. Tampa and St. Petersburg lie to the north, on the other side of Tampa Bay. Sarasota is 30 minutes to the south. It is an easy drive to many of Florida’s famed Gulf Coast beaches. As such, Bradenton offers many opportunities involving a wide variety of activities for visitors and residents alike.

To start with, you will find some wonderful outdoor experiences. Bradenton’s award-winning Riverwalk stretches 1.5 miles along the banks of the Manatee River and is a great place to walk, run, fish, picnic, spot dolphins and manatees, or



play beach volleyball. Better yet, an extension is underway that will double its length. Or visit the botanical walk, the splash pad, the skateboard park, and/or the day dock for boaters. Evenings often bring entertainment to the 400 seat Mosaic Amphitheater. The 17th Avenue West Park offers tennis and pickleball, plenty of shade, picnic tables, a gazebo, and playground equipment. The John & Rebecca Neal Park features a community garden, a kayak launch and an observation pier from which you can see beautiful vistas of Florida scenery or fish. 18 holes of golf can be played at the River Run Golf Links along the Braden River. We could go on and on, but suffice it to say, Bradenton offers plenty of outdoor venues including numerous local and neighborhood parks we have not mentioned.

Just outside the City's northwest boundary is Robinson Preserve. It is a 600-acre salt marsh and home to jumping mullet as well as hundreds of other species of fish and marine life—including dolphins and manatee. The Preserve features hiking paths, kayak and canoe waterways, bridges, picnic spots, mangrove forests and a 53-foot-tall tower with a wide-open view of the Tampa Bay area. The De Soto National Memorial Park is located just outside the Bradenton city limits and is listed on the National Register of Historic Places. Visitors can hit the beach, hike nature trails through the Florida coastal landscape, go fishing or bird-watching, have a picnic, and attend living history demonstrations. But it is not the only beach in the area. Many of Florida's most iconic Gulf of Mexico beach towns are less an hour's drive.

Bradenton has no shortage of opportunities for arts and culture. Stroll through the Village of the Arts, a live-work community composed of colorful historic cottages that house everything from Bradenton's best art galleries, to award-winning restaurants, bakeries, specialty shops, studios, and healing arts. In early December, attend the annual Bradenton Blues Festival—rated the Best Blues Festival in the United States in 2015 by Blues411. Visit the ArtCenter Manatee and its three galleries featuring exhibitions that showcase the work of more than 2,000

local, regional and national artists. Notably, in 2008, Bradenton was ranked as the fifth best city in the United States for Working Artists by Art Calendar Magazine. Stop at the Manatee Performing Arts Center which hosts the Manatee Players and offers The Broadway Series, The Studio Series and Community Artistic Collaborations. For those a bit more scientifically inclined, visit the Bishop Museum of Science and Nature which focuses on the scientific and cultural knowledge of Florida. Among other things, it includes a planetarium and the Manatee Habitat where injured manatees are rehabilitated and eventually released. Finally, the Manatee Village Historical Park is an open-air museum that contains 14 preserved and replica structures representing the cultural heritage of Manatee County's founding period of 1840-1918.

Bradenton is very walkable and has its own nightlife. A few of the popular hang outs include O'Bricks, McCabes Irish Pub, Oak & Stone Rooftop Bar and Paddywagon, Mattison's on the Riverwalk and Motorworks. Shopping opportunities are plentiful. Visit the aforementioned Village of the Arts for vintage jewelry and handmade gifts. The Downtown Farmers' Market is a "don't miss" Saturday highlight. Just beyond the City's borders lies the Ellenton Premium Outlets and 30 minutes south is the University Town Center Mall with its luxury brands.

If you are a professional sports enthusiast, the Pittsburgh Pirates' spring training site is here as well as their Class A minor league baseball team, the Marauders. LECOM Park, where they play, was Baseball Digest's selection as the 2018 Best of the Ballparks for Class High-A facilities. Thirty minutes north, you can catch Major League Baseball's Tampa Bay Rays and another 30 minutes further is the National Football League's Tampa Bay Buccaneers or the National Hockey League's Tampa Bay Lightning.

100 miles northeast on I-4, are the many popular attractions of the Orlando area—Disney World, SeaWorld, Universal Studios, and the National Basketball Association's Orlando Magic.



The cost of living is reasonable in Bradenton, slightly below the US average. A nice home can be purchased for between \$250,000 and \$300,000. Public K-12 education is provided by Manatee County and the schools here are good and improving. Residents recently passed a one-mill tax increase for teachers and starting teacher pay is now among the highest in the state.

The best part of Bradenton though is its residents. They value Bradenton's small-town charm and are friendly, regular people who love their community. They welcome new residents, visitors and tourists and work hard to protect and improve Bradenton. Neighbors help neighbors, and residents like to volunteer. When a problem arises, they step up and step in to help solve it. Faith leaders are an important part of the community. Yes, it truly is the Friendly City!

Like everything else, travel is easy from Bradenton. Tampa International Airport is nearby and is a jumping off spot to virtually anywhere in the world. Sarasota-Bradenton International Airport is six miles south of Bradenton and offers more than 50 non-stop, year-round and seasonal destinations. When cruising returns, the Port of Tampa (45 minutes to the north) will offer many opportunities in the Caribbean and the Gulf of Mexico.

What is needed now is a strong, innovative Planning and Community Development Director to partner with the elected officials to continue to guide the City to a brighter future.

History

Bradenton's recorded history begins with a visit by Hernando DeSoto in 1539. The first settlers in the area were Joseph and Hector Braden who claimed 160 acres and started a sugar plantation at the confluence of the Manatee and Braden Rivers in 1842. Since then, progress has been slow but steady.

In 1849, the Union Congregation Church was built. It was the first church north of the Florida Keys and south of Tampa. In the 1850s, the Bradens built a wharf and the Fort Braden stockade (which would eventually become the downtown area).

In 1878, locals asked for a post office and named their community after the Bradens, but spelled it Braidenton on their application. Over the next few years, a bank and an opera house were constructed. The Town of Manatee (now east Bradenton) was incorporated in 1883 and Braidenton in 1903 (which was changed to Bradentown in 1905). At the time the population was just under 2,000. A toll bridge between Bradentown and Palmetto opened in 1919, and the county's first hospital opened in 1920. In 1924, Bradentown became Bradenton. In 1938, the City built a dam and reservoir on the Braden River to provide potable water.

During World War II, Army Signal Corps personnel were trained in Bradenton, and the Army Corps trained at the new Bradenton-Sarasota Airport on the Manatee-Sarasota County line. Facing bankruptcy, the Town of Manatee, annexed into Bradenton in 1944. In 1946, Tropicana opened a fruit processing plant in Bradenton.

Serious growth began after the war when the population jumped from about 7,500 in 1940 to 13,600 in 1950. Aside from the occasional pause, growth has been unabated since.

In 1980, the Downtown Development Authority was established, and in 1989 a new Manatee County

Administration building opened. In 2000, the Central Community Redevelopment Agency was created to rehab/redevelop the neighborhoods between 6th Street West and 27th Street East. In 2004 the redevelopment of Rossi Waterfront Park was completed.

In 2008, the nine-story Manatee County Judicial Center opened and in 2012, the Bradenton Riverwalk had its grand opening. 2018 brought major changes in downtown Bradenton with construction beginning on the Spring Hill Suites Hotel, South Florida Museum Renovations, Twin Dolphin Marina Expansion, and new City Center Parking Facility. Today, Bradenton has re-purposed itself and has become a true destination—a place to come and stay—to work, play, raise a family, and eventually retire.

Geography

Bradenton covers a total area of 14.4 square miles of which 12.1 square miles are land. It is located on Florida's Gulf Coast just south of Tampa and St. Petersburg. It is a principal city of the North Port–Sarasota–Bradenton metropolitan statistical area (which had an estimated population of 821,573 in 2018). The City is surrounded by fresh and saltwater waterways and is bordered on the north by the Manatee River. It is an average of six feet above sea level.

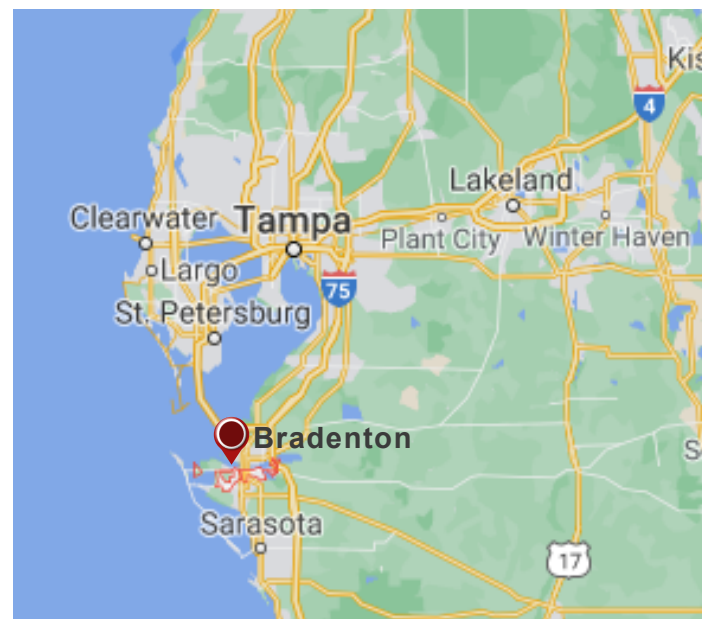


Figure 1: Bradenton, FL Location

Climate

Bradenton’s climate is considered humid, subtropical with mild winters and warm, wet summers. Summer temperatures average in around 90°F as the high and 76 for the low. The winter months are cooler with highs in the low 70s and low temperatures in the low 50s. The City has a rainy season peaking in the summer months. Hurricanes are possible but infrequent. On average, Bradenton has 249 sunny days annually.

Demographics

See Table 1 for detailed information on the demographics of Bradenton. Notably, the City has a sizable Haitian Creole population.

Commerce

Government (Bradenton is the Manatee County seat), medical, industrial, retail, and service are all significant players in the local economy. The department store chain Bealls is headquartered here as is Champs Sports, the nationwide sports-apparel chain. Tropicana Products was founded in Bradenton in 1947 and at one point employed over 8,000 people. After PepsiCo, Inc. acquired it and consolidated it with Pepsi’s non-carbonated beverage businesses (including Gatorade), its headquarters was moved to Chicago leaving only the juice production facilities and a much smaller work force in Bradenton.

See Table II on top of page 6 for more detail on the City’s principal employers.

The 2008 Recession had a significant impact on Bradenton. CNN projected the loss in the median home value to be almost 25%. Fortunately, real estate prices have largely recovered since then.

Table 1: Bradenton Demographics

Distribution by Race		Distribution by Age	
White	75.2%	0 to 15	16.6%
Black	18.4%	15 to 25	10.3%
Asian	1.2%	25 to 45	23.8%
Two or More Races	5.2%	45 to 65	23.9%
Total	100%	65 to 85	20.3%
Hispanic Ethnicity (all races)	18.2%	85 +	5.1%
Estimated Population: 55,509			

Educational Achievement (Over Age 25)	
High School or Higher	86.8%
Bachelor's Degree or Higher	24.0%

Other Statistics	
Median Age—Bradenton	44.4
Median Age—U.S.	37.8
Median Household Income—Bradenton	\$46,776
Median Household Income—U.S.	\$61,937
Poverty Rate	15.5%

Source: U.S. Census Bureau

The Government

Bradenton has an unusual form of government. The City is governed by a Mayor and five Council Members, the latter representing geographic wards. All are elected to staggered, four-year terms. The next election is in November of 2022. The Mayor appoints the police chief (subject confirmation of the City Council) and oversees the police department as a whole. He/she presides over Council Meetings but votes only in case of a tie. The Mayor can veto ordinances and when that happens, the Council must have a super majority to override. Historically, Bradenton’s elected officials have had long tenures, although currently the Council has two newly elected members and another in his first term. All of

Table 2: Principal Employers, New Hanover County, NC

Employer	Industry	Employees
Manatee County School District	Education	7,100
Manatee Memorial Hospital	Healthcare	2,489
Bealls Inc.	Retail	2,041
Manatee County Government	Government	1,625
Blake Medical Center	Healthcare	1,528
Manatee County Sheriff's Office	Government	1,200
IMG Academy	Education	1,000
Publix	Retail	989
Tropicana Products, Inc	Manufacturing	900
Sun Hydraulics, LLC	Manufacturing	718

Source: Wilmington, NC 2019 CAFR

the elected officials are positive and, while it is a little early to be certain, it appears the newly constituted Council will continue Bradenton's tradition of cooperation and hard work for the betterment of the City's residents and businesses.

The Council appoints the City Administrator and the City Clerk. The Administrator recommends department directors to the Council for its confirmation, and oversees the City's day-to-day operations (except for police). The City offers a typical range of services including fire/EMT, building and code enforcement, parks, planning, police, public works, and utilities. See Figure II for more information. Recreation programs are offered by independent nonprofits or through the County. The City has approximately 550 fulltime employees. The FY 2020-21 General Fund budget is \$48,578,442 while the Total Budget is \$123,831,798.

The Planning and Community Development Department

The Department of Planning & Community Development supports and directs those City activities related to the

quality of current and future residents' lives by planning for logical and healthy growth and redevelopment.

The Department of Planning & Community Development houses five divisions: (1) Building, (2) Code Compliance, (3) Comprehensive Planning, (4) Development Services, and (5) Housing and Community Development.

The divisions encompass everything from construction plan review to permitting, inspection, compliance with city code, mapping and annexations, variance requests and the administration of Community Development Block Grants.

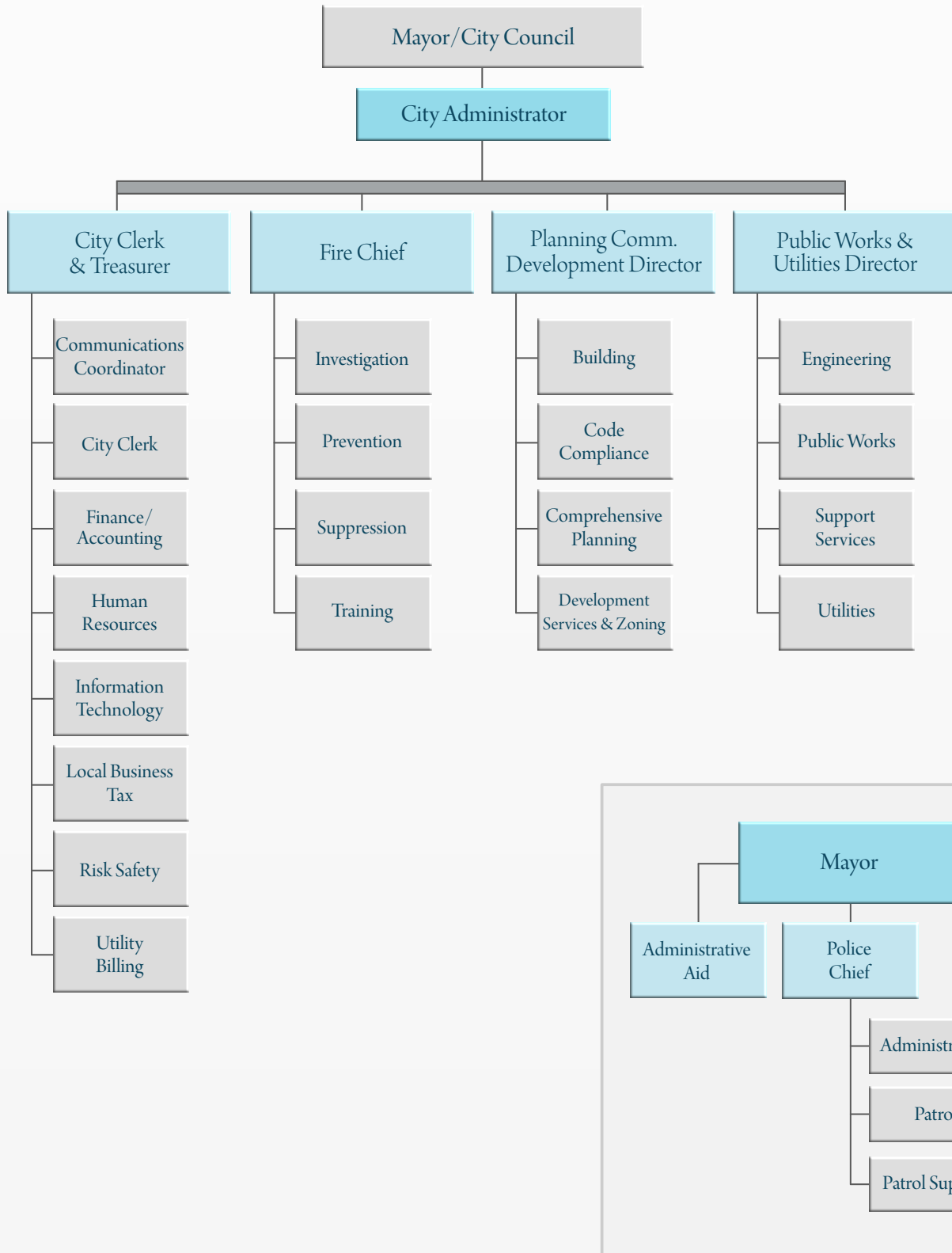
The Department has 25 employees and a budget of \$2,382, 855. For more information about the City government's and the Department's organizational structure, see Figure II on page 7.

The Issues

Bradenton is a city on the move, a place people want to come to. It is largely built-out and financially sound. The issues facing the next Planning and Community Development Director are relatively straightforward, but challenging at the same time.

First, although Bradenton has a population of 55,000+, it still has a small town's feel and charm. With few vacant lots, growth means properties will need to be redeveloped. The challenge will be to balance the resident's desire to maintain Bradenton as it is with the need to move forward. The answer will be smart and quality redevelopment, instead of simply redevelopment.

Figure II: City of Bradenton—Organizational Chart





Second, the new director will want to review the City's Comprehensive Plan. It was last updated in 2010 and is due for review. Form based codes were introduced in 2011.

Third, the feeling is the past two directors were strong planners but not strong managers. Hence, the new Director will want to review the department from top to bottom. The goal will be to ensure resources are optimally utilized, that the right people are in the right places, and processes are as efficient as possible. Being certain outstanding customer service is always delivered will be one of the desired outcomes of the effort.

The Ideal Candidate

The City of Bradenton is seeking an achievement-oriented candidate with stellar management and planning credentials. The selected candidate will partner with city officials to encourage the kind of redevelopment that will maintain the City's charm while moving it forward and making it a more attractive place for residents and businesses alike. The individual will be someone who believes strongly in working with others—departments and the public—to solve problems. Turf protection and silos will be alien concepts to the new Director.

The ideal candidate will be energetic, proactive, creative, flexible, open-minded, and motivated with a demonstrated passion for the work. Instead of seeing stumbling blocks, the individual will visualize possibilities and solutions. He/she will offer suggestions/guidance and help build

consensus. Providing outstanding customer service will be important to the Director and he/she will lead by example. The customer is not always right but does deserve a fair hearing of his/her concern and where the concern cannot be resolved, an explanation of why. Ideally, if the City cannot do exactly what the resident wants, the Department will suggest an alternative solution that achieves that same result.

The individual will set high (but realistic) standards for the staff and expect them to be met. Accountability will be important but so is team building and mentoring. The individual will realize the staff members are the City's most important resource and offer encouragement and reward success. He/she will encourage staff development, training and advancement. The ideal candidate will set forth priorities, delegate, and then step back and allow those responsible to achieve the results. The individual will not punish the learner. Praise will be delivered publicly while constructive criticism privately.

The Director will be a people person and have outstanding communications skills—not just in speaking and writing but also listening, diplomacy and finesse. He/she will be able to break highly complex issues into simple pieces that everyone can understand. Further, the individual will be just as comfortable talking to corporate executives as to an hourly worker, to all generations, and in large public gatherings as well as one-on-one and small groups. The best candidates will believe strongly in transparency and have a high degree of integrity. The Director will be at ease with the press as he/she will serve as a spokesperson for the City from time to time.

Redevelopment and revitalization are the City's future and knowledge in these areas is important. Strong and effective leadership in intergovernmental relationships will be critical in resolving issues. The best candidate will keep abreast of industry trends and what is happening in other cities. He/she will be able to visualize how good solutions might be applied in Bradenton.

The ideal candidate will have master's degree in urban and regional planning, public administration, or architecture with at least some experience in each of the areas the Department's divisions cover. The best candidate will have ten (10) years progressively responsible experience in planning and community development. Supervisory experience required, ideally with at least five (5) years management experience at a department level. AICP certification is preferred. Being bilingual is a plus.

Compensation

The target salary is \$120,000 with excellent benefits. The Director will, for example, participate in the Senior Management Class of the Florida Retirement System. The City also offers a 457 plan although it does not make contributions on employees' behalf.

Residency

Residency within the City limits is not required but is preferred.

How to Apply

E-mail your resume and cover letter to Recruit33@cb-asso.com by February 1, 2021. Questions should be directed to Rick Conner at (915) 227-7002 or Colin Baenziger at (561) 707-3537.

The Process

Applications will be screened between February 2nd and March 16th. Finalists will be selected on March 17 and interviews will be held on March 26th. A selection will be made shortly thereafter.

Other Important Information

The City of Bradenton is an Equal Opportunity Employer and encourages women, minorities and veterans to apply. Under the Florida Public Records Act, all applications are subject to disclosure upon receipt. That said, this position is unlikely to receive any media attention. A veteran's preference will be awarded if applicable under Florida law.

Additional Information

For additional information about the City of Bradenton, visit:

cityofbradenton.com

www.bradentongulfislands.com

www.manatee-chamber.com

www.realizebradenton.com

